LEO BURNETT U.S.A.
Ad No. 217—(WINNING)—Req. No. 73338—Page—(9¼ x 12 inches)—4 colors—Supplements, 1981 (A)

Merit Ultra Lights Winning Smokers.

Demand for Merit ULTRA LIGHTS builds as thousands of smokers discover the Merit idea at only 4 mg tar.

Merit ULTRA LIGHTS. A milder Merit that's setting a whole new taste standard for ultra low tar smoking.

MERIT Ultra Lights

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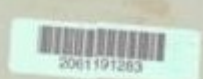
4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC method

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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